ABOUT US

Brought to you from the publishers of Colorado AvidGolfer magazine, AvidLifestyle is a targeted community lifestyle publication covering the affluent communities of Greenwood Village, Cherry Hills, Castle Pines and the South Suburbs.

Through an authentic community voice and engaging content, we feature the best of these areas by covering happenings around town, local business news, people making an impact in the community, what’s hot in the culinary world, where to shop, popular fashion trends and much more.

Locally Owned and Operated
Denver Tech Center

OUR EXPERIENCE & REPUTATION

More than 100 years of combined publishing experience that includes Esquire, Town & Country, ESPN the Magazine, Woman’s Day, The Denver Post, SKI and SKIING magazines, and DiningOut
OUR REACH

12
Issues per year

12,600
Copies direct mailed to homes with home values of $675,000+ in Greenwood Village, Cherry Hills, Castle Pines and select neighborhoods in Lone Tree and Centennial

1,000
Copies featured at premier restaurants, luxury automobile dealerships, hotels, real estate offices, shopping areas, retail outlets, private jet aviation centers, jewelry stores and medical offices

32,500
Readers Per Issue

390,000
Readers Annually
READER PROFILE

42
Median Age

65% – Female
35% – Male

71%
Married

AFFLUENT & WELL-EDUCATED

90%+
College-Educated

$1,234,879
Average Net Worth

$1.5 billion
Combined Disposable Income

$112,157
Average Household Disposable Income
A TARGETED AUDIENCE

*AvidLifestyle* reaches the most affluent households in Greenwood Village, Cherry Hills, Castle Pines and select neighborhoods in Lone Tree and Centennial. Delivering community influencers, business leaders and an active audience who are well-educated, love to shop and enjoy the finer things in life, *AvidLifestyle* is direct-mailed monthly to readers with home values of $675,000 or higher.

MEDIAN HOUSEHOLD INCOME

- Cherry Hills: **$238,750**
  - 4x higher than national average
- Greenwood Village: **$123,680**
  - 2x higher than national average
- Castle Pines: **$221,250**
  - 4x higher than national average
- Lone Tree: **$122,202**
  - 2x higher than national average

MEDIAN HOME VALUE

- Cherry Hills: **$1,240,000**
  - 6x higher than national average
- Greenwood Village: **$855,000**
  - 4x higher than national average
- Castle Pines: **$987,000**
  - 5.3x higher than national average
- Lone Tree: **$521,000**
  - 2.5x higher than national average
TARGETED | SIMPLE
COST EFFECTIVE

_AvidLifestyle_ provides your business a highly targeted opportunity to deliver your advertising message directly to the affluent buyers in one of the most sought-after areas in Colorado.

PROVEN SUCCESS IN ADVERTISING

Niche Market Position + Targeted Upscale Distribution = **Strong ROI**

DELIVERING RESULTS

68% of community/regional magazine readers buy products and services from ads seen in the publication

READER LOYALTY

76% of readers will have the last issue of the magazine “in hand” when the new issue arrives
PURCHASING POWER

With a combined disposable income of $1.5 billion, Avid Lifestyle readers are very likely to buy and spend money on the following:

- Apparel | Automobiles | Dining | Education
- Financial Planning | Fine Jewelry | Fitness
- Home Appliances | Home Furnishings
- Medical | Real Estate Services
- Senior Care | Travel and More!

TOP BRANDS USING AvidLifestyle

As seen in the premier issue of AvidLifestyle
FOR ME

for its back bowls, a wide variety of trails and expansive snowmaking upgrades, Vail is one of having the same effect. So, I went in search of unique on-mountain activities. Here, what peaked my curiosity—pun intended.

Vail, the choice is obvious: As soon as win

Auctioneer, a Scotland-based online auction—could’ve walked a mile in your shoes. an entire industry is currently wishing it of the late Richard Gooding Cherry Hills Village all along.

THE "PERFECT" WHISKY

What’s better: to learn about Vail’s good old days through firsthand research or to clip into

Resorts guest services manager Jeff Wiles prefers the latter, which is why he’s introduced

tain Safety Center atop chair four (also recent

at this

Avid

.com

When you’re searching for

THIS MOUNTAIN DELIVERS

10

- January 2020

To keep the whole trip really slope

Avid

Marriott

Icelantic Skis

to create a unique

it easy in an Icelantic-themed Junior

purchase and have them sent home.

known to pick it up quickly. Vail requires bikers

skier or snowboarder.

In what felt like minutes, with outrigger-style

Starts at $969,

we have a huge number of bottles to

choose from. But if I could choose just one to

this era, we have a huge number of bottles to

of distilling, with whiskies being highly

Gooding’s favorite variety was Black

on the door for tastings and a tour.

big, when there wasn’t as much collecting

flabbergasting set, which could sell for a total

tasted with family and friends. The complete

rarest bottles, as well as whiskies from lost

Macallan, Bowmore and Springbank whiskies.

accrued the largest collections of The

expensive bottle of whisky’ status over the last

1926: one with the Valerio Adami label and the

mean expensive. His marquee bottles include

on and on about impressive bottles in Mr.

Auctioneer. “And impressive doesn’t have to

on about 30 miles away, and Pete Seibert, one of

Vail Mountain’s founders, was one of them.

Not visiting on a Tuesday? Guests can access a

vail.com

A THRILL RIDE

WHERE TO SHOP

WHERE TO EAT

WHERE TO STAY

WHERE WE LIVE

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